

W H A T.

No. 1



ABOUT THE EDITOR.



Living in New York you hear some pretty crazy things as you pass by people on the streets, sit with them on the subway, and share cars with them after a night of partying.

Taylor Penn is in her third year at The New School in Manhattan and hears incredible comments from strangers on a daily basis. Her favorite conversations are the ones about dating as people are hilarious.

The concept of over listening to people's conversation is not a unique one as there is a whole instagram account attributed to what people have overheard in New York City.

Ultimtely, this magazine is made for New Yorkers in their mid-20's to take a second to relax and laugh at life. You never know, you might find yourself in the magazine!

TABLE OF CONTENTS.

- 4. THE COMMUTE.
- 6. "I Asked New York Cabbies Who They Were Talking to on the Phone"
- 10. Image - Dating
- 12. RELATIONSHIPS.
- 14. "NYC Lawmaker Proposes Ban On Talking And Walking"
- 16. PETS.
- 18. Image - Hipster
- 20. **"How to block out street noise, and turn your apartment into a soundproofed oasis."**
- 24. VICE.
- 26. Image - Drunk Girls
- 28. Image - Strange Man
- 30. "Beware of What You Say in L.A. and New York—It Might End Up on Instagram"
- 32. THERAPY.
- 34. Image - Child.

THE COMMUTE.



Man, yelling at fire truck with sirens blasting: "I'm on the fucking phone!!"



Girl to friend: "I knew I needed to go to the eye doctor when I stopped being able to read people's messages next to me on the subway."



On the subway, woman screaming at another woman: "When you hit someone with your backpack, you turn around and apologize!"

Other woman: "Oh god... take an uber"



Commuters on a very packed train: "Would you mind pressing my right headphone twice to skip this song please?"

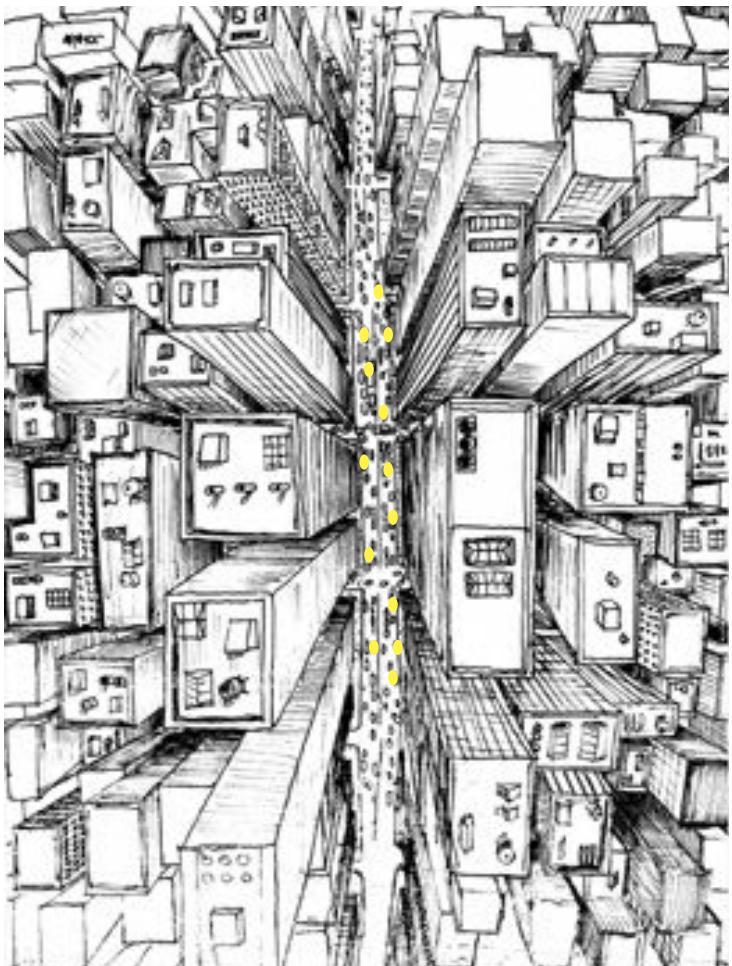
Subway musician walks into E train with guitar and neck harmonica

Passenger, grabbing him by the wrist: "I will give you \$20 our of my wallet to not do what you're about to do."



I Asked New York Cabbies Who They Were Talking to on the Phone

By: Alex Norcia



Illustrated by: Jack Ryan

For many cab drivers, chatting with someone through a Bluetooth isn't just a form of entertainment, it's a way to stay sane.

When I moved to New York, I told myself I wouldn't spend any money on cabs. I was an intern at a TV network, and thus didn't have what one could describe as a steady income: One week I'd be in the office for seven straight days; another, I was lucky to be there for three. Either way, I was making less than \$10 an hour. When I finally got a better gig, the occasional late-night cab ride became one of the easiest luxuries to indulge in, especially when I had already indulged in a few drinks; at particularly indulgent moments I'd stand dangerously on the side of the road and wave my arms in the hope that a taxi would screech to a halt.

I noticed, as many probably do, that almost all cabbies were talking on their cell phones, even though New York's Taxi and Limousine Commission has banned the devices—even hands-free ones—for years. Their conversations are free-flowing, constant things, often in languages I don't speak, and in time I became fascinated with the habit. Did they talk on the phone merely out of boredom? Did they just speak to other cab drivers about where to go and where to avoid? Who could possibly sustain such a seemingly never-ending dialogue with another human being?

So I started asking cabbies about who they were talking to. Here are three examples of how that went. (At their request, the interviewees' names have been abridged or changed.)

Name: Farooq
From: Pakistan
Lived in New York for:

Five years

Who he's always talking to on the phone: His friends, who are fellow cab drivers

Farooq, I have to admit, was an accidental subject. I had no intention of profiling him. I was in Alphabet City last month on a weekend night, and hailed his cab to take me over the Manhattan Bridge to my studio in Fort Greene. Once I had finished describing the route, he didn't waste a second before continuing a phone call I had obviously interrupted. He looked noticeably flustered—he kept turning his head to glance back at me—and I decided, in a moment of both concern and curiosity, to see how he was doing.

"Who's that?" I said, nodding in some general direction toward his headset. "On the line, I mean. Is everything all right?"

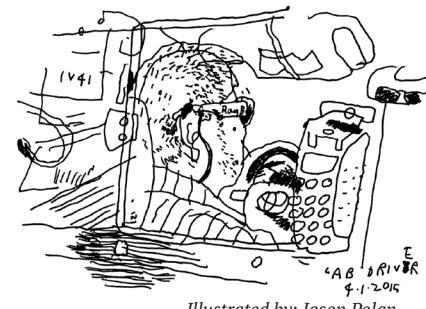
Normally, Farooq told me, it would have been his best friend from Pakistan, who was another NYC cabbie. They would be discussing any number of predictable topics: the best places to find fares, which clogged streets to skip, the brutality of a long day or night, the passenger who just vomited out the window. Tonight, though, his pal was delayed returning from the Middle East, and his wife was giving birth. Farooq was on hold with the hospital in Queens where she was in labor.

"First," he said, "I'll drop you at your building."

Then I'll go to the emergency room."

"Just let me off wherever," I replied. "I'm serious."

It took him some more convincing, and offering way too much in the way of gratitude, he eventually let me out five minutes from my place.



Illustrated by: Jason Polan

Name: Omar
From: Senegal
Lived in New York for:
25 years
Who he's always talking to on the phone: His brother, a fellow cab driver

The next time I got a chance to talk to a cabbie was when I was with two friends and running late to a show. After buckling myself into the passenger seat—yes, I buckle up in cabs, read the signs, dude—I turned to the driver and asked who he was talking to.

"With my brother," Omar said. "He's the only family here. Because he drives a cab too, I never see him." He gestured to my friends—a guy and a girl—in the back seat.

"He's got a lady," he said. "Where's yours?"

"We just broke up," I said. "How about you?"

"They're in Senegal," he declared. "I have two."

He has five kids too, ranging in ages from one to 18, and just like his brother does with his own kids, is trying to save up enough cash to send them all to college in the States. Omar's oldest son, he told me, goes to a university in South Carolina, and on his school vacations the kid will come stay with him in Harlem, where Omar has lived for over 20 years.

"I used to get mugged in Washington Heights

once a week," he said. "The 80s and the 90s weren't great. A passenger would get in the front seat and put a gun to the side of my head."

"What would you do?"

"At first, nothing," he said. "Then I bought a pistol. But it wasn't worth it."

"And now?"

"And now," he said, "I have a phone."



Name: Mory
From: Guinea
Lived in New York for:
19 years
Who he's always talking to on the phone: His fiancée

On a Sunday afternoon, I flagged Mory down in the East Village, on the corner of St. Mark's and First. He was already on the phone when my friend and I entered the back seat, and after we explained where we were going in Bushwick, he went back to chattering into his Bluetooth. As he drove onto the Williamsburg Bridge, he asked us to repeat our destination. My friend told him the address, and I took the opportunity to squeeze my head into the small opening in the plastic divider separating the front of the car from the back.

"Can I ask you something strange?" I said, as politely as I could. "Who are you talking to on the phone?"

Mory held up his iPhone to show me the face of a beautiful woman and then dropped the call.

"That's my girlfriend," he said. "She's still in Guinea. I'm going back to my country in two weeks, and we're going to get married."

After they tie the knot, his wife will wait six months and then move to the United States, where she will live as a permanent resident

for three years before becoming a US citizen like him. He was worried, though, about the logistics: He recently borrowed \$600 to fund his trip back to Guinea, and now he only had two days left to pay back the bank. As a result, he had no other choice but to get as many fares as he could in the next 48 hours. He told me most of his riders are "complete fucking assholes," but his soon-to-be wife's voice puts him in "the right state of mind." He insisted the best hours to work are between the hours of 2 AM and 2 PM, and she also helps him stay awake during that period, as few of his riders ever want to have a casual chat.

The job, he explained, is often tiring, though it's much less exhausting than his previous occupation as a truck driver. He'd trek across the country, pulling over just to eat fast food, briefly sleep, and pick up women, mainly in Las Vegas. Mory followed this same routine for almost a decade, but he eventually decided to settle in Crown Heights, dive into a long-term relationship, and never get near an 18-wheeler again.

When we left the cab, Mory thanked me half a dozen times.

"No one ever talks to me," he said. "They just tell me where to go."

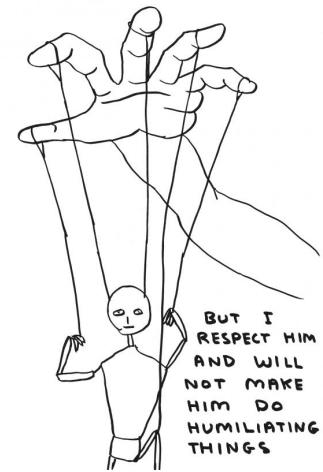
I waved goodbye. After I closed the door, Mory put his earpiece back in.





Photography: Chris Voss

Guy to Friend:
“I think what’s most impressive is that girls will actually walk up five flights of stairs to hook up with you.”



Illustrated by: David Shrigley

Two girls Central Park
“This guy I’ve been sleeping with keeps calling me ‘Buddy’ and just said ‘let’s connect ASAP.’”

“Is he trying to fuck you or diversify your portfolio?”

RELATIONSHIPS.

Girl to Friend: "I mean, he's engaged so we're on a break now."



Guy screaming on the phone: "Go brush your teeth, go do some squats, stop worrying about whose pictures I liked on Instagram!"



Psychic yelling to girl passing by: "You shouldn't be with him!"

Girl: "I'm kind of a hoe so I'll need you to be more specific."



Two girls examining ring: "Does he know you're banging your boss?"

"No, I don't think he would have proposed if he did."



Girl at Starbucks Reserve: "I want a man with Uber Black finances but Uber Pool values."

Girl on the phone: "He literally had a doctors note excusing him from our relationship"





Illustrated by: Richard Cline

NYC Lawmaker Proposes Ban On Talking And Walking

By: Marcia Kramer

\$100 Fine If Caught With iPod, Cell Phone Crossing The Street

After targeting distracted drivers, some New York lawmakers want to go after distracted walkers. They are looking to ban them from using iPods, music players and cell phones while walking and crossing the street.

At E.A.T. restaurant on Madison Avenue they still haven't gotten over the death of co-worker Jason King, killed last month while listening to his iPod as he crossed the street in a crosswalk with a green light in his direction. Jason was run over by a truck that was backing up.

"He was everything to us. He was always laughing, always in a good mood," co-worker Nunny Sanchez told CBS 2's Marcia Kramer.

"We all miss him dearly like crazy. He was the light of E.A.T. I miss him a lot," Josephina Medina added.

Jason was just 21 and his death and along with other accidents involving people using electronic gadgets while walking is why Brooklyn Sen. Karl Kruger is looking to ban things like cell phones and iPods for pedestrians crossing the street.

"We have people who are literally dying in the street," Kruger said.

Dying, Kruger said, not because they are distracted drivers but because they are distracted walkers. Charles Tabasso, 14, admitted he's one of them because he listens to his iPod constantly.

"I would probably get run over right now if it weren't for my awesome parents," Tabasso said.

"As a parent I am definitely in favor of banning these things," Tullia Tabasso said.

The proposal was triggered by accidents like a woman tripping into a fountain while texting, but not everyone thinks the ban is a good idea, even King's co-workers.

"I mean I, myself, I walk around in the street hearing music because I don't want to hear nobody around me or nothing," Medina said.

"I think it's terrible. Come on. We need something to keep our mind occupied while we're walking to work," said Luevonia Simmons of Old Bridge, N.J.

Some said they object to the move as an intrusion by government into the everyday lives of people — the nanny state syndrome.

"When people are doing things that are detrimental to their own well being, then government should step in," Kruger said.

The fine for violating the law would be \$100, which supporters hope will be enough to stem what they think is a disturbing trend — a slight increase in fatalities.

An Arkansas lawmaker who had proposed a similar bill dropped it Monday. He said he didn't think it had a chance of passing, but had brought needed attention to the issue.

Two Girls starbucks:
“He was such a hipster.”

“No he wasn’t, he was a farm guy
living in the city.”

“That’s what a hipster is.”



Illustrated by: David Shrigley

Man on phone:
“Hey Nick. Could you do me a
favor? I’m in NYC... can you put
away my chickens?”

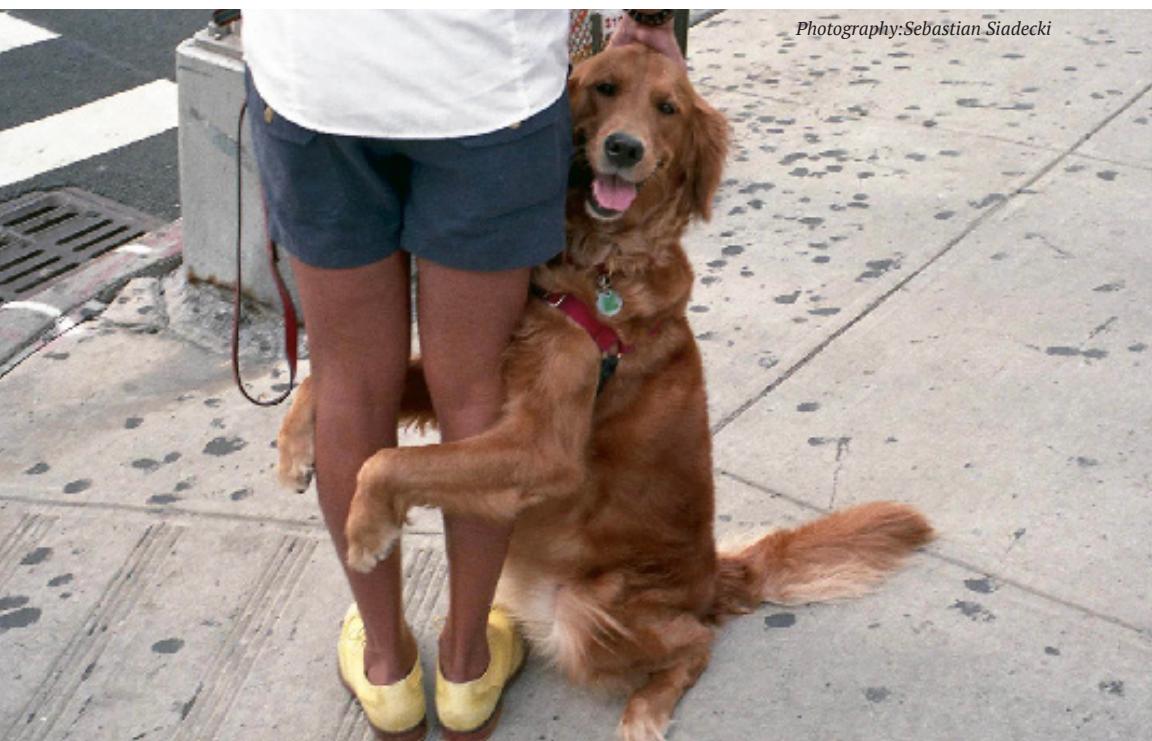


Photography: Matt Anderson

PETS.

Doorman: “Hi Miss, I have to tell you your unit has gotten 2 separate noise complaints.”

Women in Louboutins: “Look, I don’t know what to tell you... We’re celebrating my dog’s birthday.”



Photography: Sebastian Siadecki



Photography: Matt Anderson

Two girls walking on 6th Ave.: “This is where I adopted Seamus! I just couldn’t go in there and come out without a dog.”

“That’s why I can’t go in into liquor stores.”



Photography: Chris Voss

Women to co-worker: “I work hard so my dog doesn’t have to wear the same outfit everyday.”

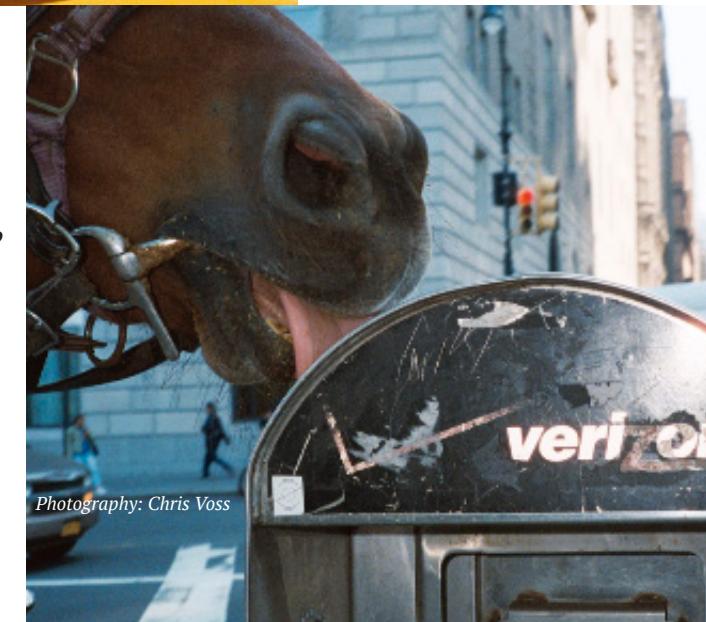


Photography: Chris Voss

Woman: “Can I coatcheck my cat?”

Gym Employee: “No, you can’t.”

Woman: Ok. He;s coming to my Pilates call with me.”



Photography: Chris Voss

How to block out street noise, and turn your apartment into a sound-proofed oasis

By: Daniel Scheffler

Illustrated by: David Shrigley



Noise—you can't get away from it in New York City: the extra large fire trucks, the honking cabs, the endless daytime drinkers who yell, and that incessant drilling noise that can penetrate pretty much any wall, window, or pair of ear plugs.

Ideally, our apartments would be our refuge from the din. But given that 311 receives over 100,000 noise complaints per year (see the full stats here, or check them out in map form), it's fair to say that a lot of us have a long way to go when it comes to soundproofing our spaces.

This despite the fact that it may be necessary for our health to do so: Researchers have been examining the effects of noise on city dwellers and early reports of one study underway through Harvard University's T.H. Chan School of Public Health has shown a disturbing connection. "Noise is insidious. It affects you acutely, but also long-term. This is something that people don't really talk about, but something people really suffer from," study author Erica Walker told The Atlantic.

Another study highlights the impact that living near an airport can have on your health, and in 2014, the medical journal, The Lancet, published their research on noise pollution and found that it "can cause a number of ill

effects, such as annoyance, increased stress levels, and sleep loss."

There are, of course, professionals who can come in to mitigate all that racket: Soundproofcow and Audimute, specialist soundproofing companies, provide free room analysis and then offer advice on products engineered for absorption (alleviating mid and high frequency) and isolation (rid low frequencies), plus they ship for free. Door perimeter seals, for instance, start around \$170, and an insulator roll to place under a carpet starts at around \$55 (for one that measures 2 feet by 25 feet).

But as a rule, full soundproofing doesn't come cheap—as we've written previously, soundproof walls can cost as much as \$8,000 each, and soundproof windows tend to start at around \$1,000 apiece. Neither is it simple.

"311 receives over 100,000 noise complaints per year."

"First, the room or apartment or house needs to have the correct level of acoustic separation [a fancy way of saying 'soundproofing'],” says acoustic consultant Dr. Bonnie Schnitt, founder and CEO of SoundSense, an NYC firm that consults on building noise issues and designs and builds solutions. Schnitt, in fact, has a patent on a device that finds acoustic leakage. Her advise is to think of sound in two ways: what is being transmitted through walls, doors or windows and what is making the sound echo once it comes in.

(From personal experience having lived all over lower Manhattan in a series of noisy apartments, this writer's philosophy has been that if New York is too noisy for you, New York isn't for you. But even then, some situations have called for action. There was the

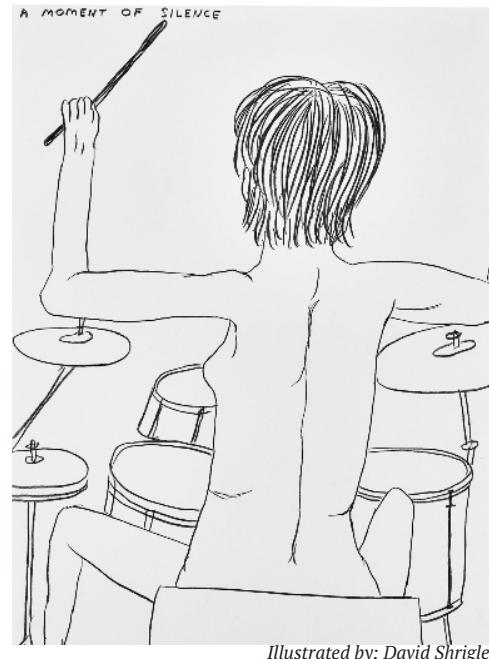
band didn't help (earplugs helped), or the litter of puppies that were left at home all day to fend for themselves (which means they basically moved in with me to eliminate their yelping). Or that time when the neighbors never, ever left home—so their whole life was coming through the walls and I had to deliver yet another welcome basket to remind them that moved in with me to eliminate their yelping). Or that time when the neighbors never, ever left home—so their whole life was coming through the walls and I had to deliver yet another welcome basket to remind them that there are actually people living next door. A favorite is, of course, the time a celebrity (I won't name drop) and I both put our heads out of our apartment doors at exactly the same time when we heard noises that sounded like the sky falling coming from our elevators.)

While often in many cases it's been up to the landlord to mitigate a problem, there are, of course, there are some very good, and effective, steps New Yorkers can take themselves:

Invest in Great Sound Systems

Though most of us instinctively know this to be true, Sonos recently released a study that confirmed listening to loud music can help make you feel happier and inspire creativity. Sonos has room-tuning software, Trueplay, that measures acoustics in any room. "It analyzes things like size, layout and furnishings, and then fine-tunes your speaker to sound its best," says Seth Arluke, director at Sonos Store NYC. Not only will you be blocking out the sound from outside; it will make sure that things inside the apartment feels extra wonderful. Or if you're wanting to make a little bit of an investment Bose has a custom-home solution where they come to your apartment and can advise you on all things sound related—blocking out outside noise and keeping the good music inside too.

If you truly need to block out noise (construction that has a completion of 2018, for instance) a great sound system for your ears will do, in a pinch—think noise-cancelling headphones, such as the Master and Dynamic wireless version (\$400).



Illustrated by: David Shrigley

Well-chosen carpets and drapes can work wonders

The carpets and curtains you choose for your apartment are far more than just a matter of decor; carpets soak up sounds coming from downstairs and absorb sound from your own apartment. And since fabric absorbs sound and reduces echoes, the heavier the curtain, the better. (Bed, Bath & Beyond has a wide selection of these). For rugs that absorb the sound Rug Felt Corner has great felt rug pads that will do the trick.

Brad Zizmor of NYC-based architecture and design firm A+I explains: "The golden rule is: the softer the surface, the lesser the sound. We use carpets, drapes, plants, soft furniture, or fabric wall applications to dampen acoustics. The trick is to place them opposite each other. This works in a small New York apartment or a 100,000 square foot office space."

Mind the Gaps

It is helpful to check your windows and doors. If the seals have any gaps it means unnecessary sound is no doubt coming through. Your super can install something to assist you—usually door sweeps and seals will do the trick, available online for a couple hundred dollars.

Use walls strategically

Because book cases, armoires, and cabinets act as barriers to sound, make sure if you have a shared wall that you're covering it. And on other walls, hanging art helps to break up big, open surfaces that encourage noise intensity. According to Acoustical Surfaces Inc, when your walls are bare, the chances of sound echoing is much greater as it has more room to reverberate.

Make nice with neighbors

It might not be your favorite pastime, but sometimes it's worth starting a dialogue and finding amicable ways to help reduce noise if your neighbors themselves are the source of the problem. If you're doing it for them, they might just do it for you. The best idea is to take a small token of openness (cookies usually do the trick) and to knock on their door with a smile. Asking upstairs neighbors to look into adding rubber runners under their carpets is a cheap and easy solution (and in my experience often even covered by the landlord of the building). In many buildings, having 80 percent of the floor covered by carpets is also a requirement set forth in the lease, and it's possible it's just not been enforced in your building—yet. If your neighbors have a band or a habit of having parties, you may benefit by asking them if you could have a schedule that's agreed upon beforehand—for instance, no music practice after 10 pm. Or if you know ahead of time

they'll be slamming the bass until late on a Friday evening, you'll happily be at a night at the museum.

"The golden rule is: the softer the surface, the lesser the sound. We use carpets, drapes, plants, soft furniture, or fabric wall applications to dampen acoustics."

***Two Girls in Bryant Park:**
“Your LinkedIn profile
picture is so good.”

“Oh, thanks I was
plastered in it.”

BEER



Illustrated by: David Shrigley

***Guy catcalling two women:**
“You two are so gorgeous you
could be sisters. I’m getting
cataract surgery on the 18th
so I could be wrong, but God
Bless.”



Photography: Dina Litovsky

Two guys at Starbucks Union square: “You need to stop acting so superior for not drinking coffee. You literally take unprescribed Adderall every single day, people shouldn’t be impressed with your ‘caffeine-free work ethic.”



Photography: Dina Litovsky

Two guys NYU library: “Dude can you take that our of your mouth? That’s not your juul, that’s my USB drive.”



Girl to boyfriend at Grey Dog: “I’m bummed I black out that night. I know I had fun, but I don’t remember it so I still have FOMO.”

Q Train: “Attention passengers, the trian has been delayed due to an intoxicated bastard.”



Photography: Max Babbush

Drunk passenger: “Is it just me or does that dog barking sound exactly like a Kesha song?”

Uber driver: “That’s not a dog barking... That’s the radio playing a Kesha song.”



Beware of What You Say in L.A. and New York—It Might End Up on Instagram

By: Patricia Garcia

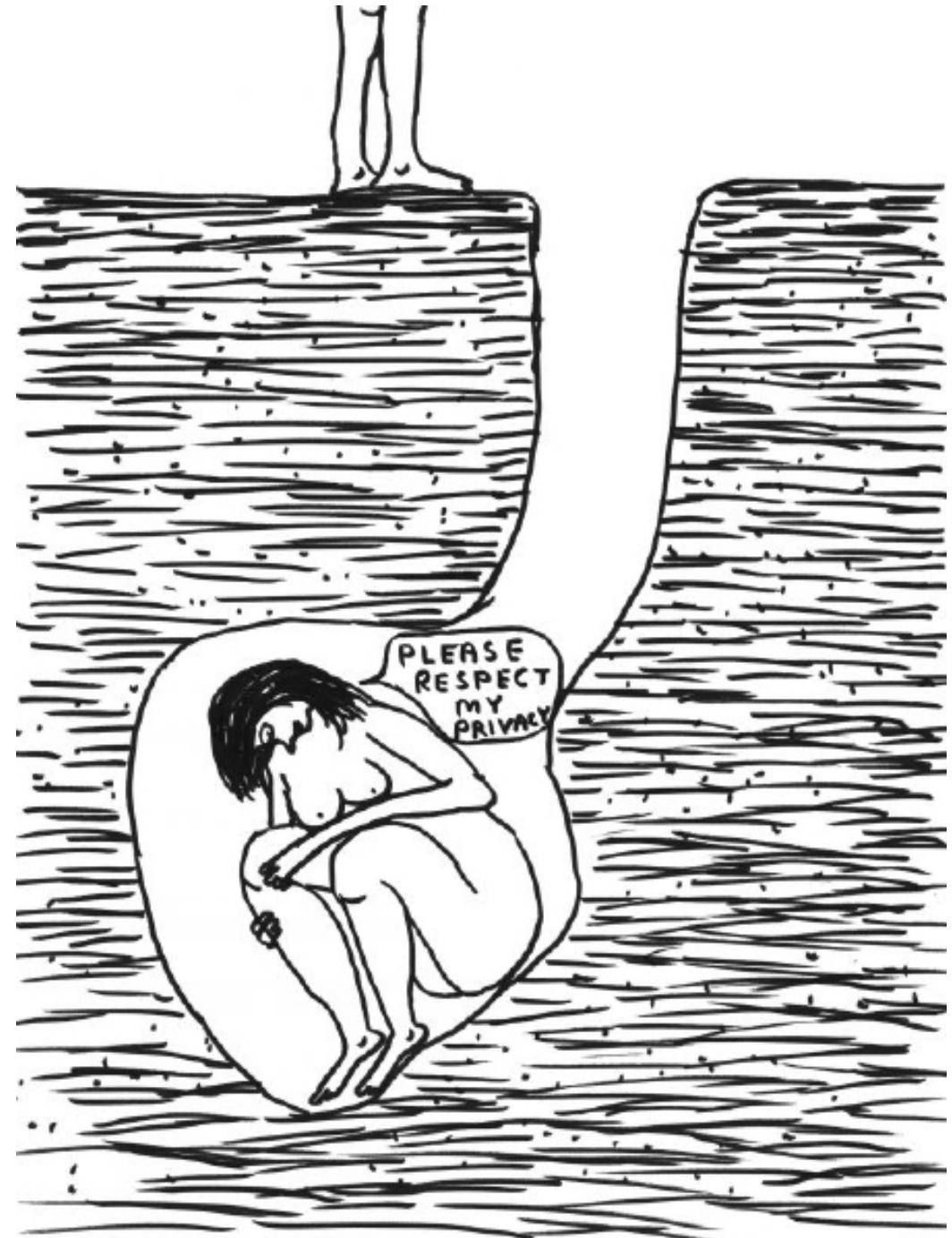
The difference between people who live in L.A. and those who reside in New York has always been a hot topic of discussion. Angelenos are mocked for being too laid-back and obsessed with fame and appearance; New Yorkers are criticized for coming off as workaholic culture snobs. Now these regional stereotypes have become the subject of two Instagram accounts, Overheard L.A. and Overheard New York, which post snippets of inane conversations spoken in the cafés of Silver Lake and bars in Brooklyn.

"It started out as an accident," explained the anonymous creator of Overheard L.A. and Overheard New York of his viral accounts. A year ago, he was sitting at Erewhon, a cult L.A. health market, when he listened to a "long and absurd conversation between two girls." (There was talk of vegan bistros, tanning, egg freezing, and pit bulls, all at once.) He posted the exchange on his personal Instagram page, and it quickly became a hit. After a few more similar posts, a screenwriter friend suggested he create an individual account where he could catalog the eccentricities of L.A.'s population. A week after the debut of Overheard L.A. on Instagram, Ireland Baldwin reposted an exchange on her page. Today, the account has more than 247,000 followers and celebrity fans including Jennifer Lopez, Hailey Baldwin, and Kat Dennings.

After a few months of handling the account on his own, the creator started taking submissions via e-mail and direct messages. "That's when it started getting really interesting," he said. "We get about 100 submissions a day." Talk of Hollywood, dating disasters, and an obsession with all things organic are found in most of the posts in Overheard L.A. "I think L.A. is really informed by health and fitness and celebrity and that sort of dating ennui that you can't date in L.A." the creator explained. "There's a lot of alternative parenting too."

Once the West Coast comedy account became a viral hit, he set his sights on New York City. On Monday, the sister account, Overheard New York, launched with the help of a collaborator who lives in the city. So far, the New York version of Overheard is full of bad roommate anecdotes, artist baristas, and apartment horror stories. "I think people who follow the L.A. page see 10 percent of themselves, but it feels more like fantasy land," he said. "Whereas I think New York feels more real. I think it's a little more harsh; it has a little bit more of an attitude. I think you would read those posts and think they're funny and relatable."

Can we expect more accounts for more cities? For now, he says, he's sticking to these two epicenters, but he hasn't ruled it out. "I have the idea of taking it off Instagram and doing some type of a show or animation or something visual—we've been working with some artists," he said. "Of course, Overheard America would be very cool too."

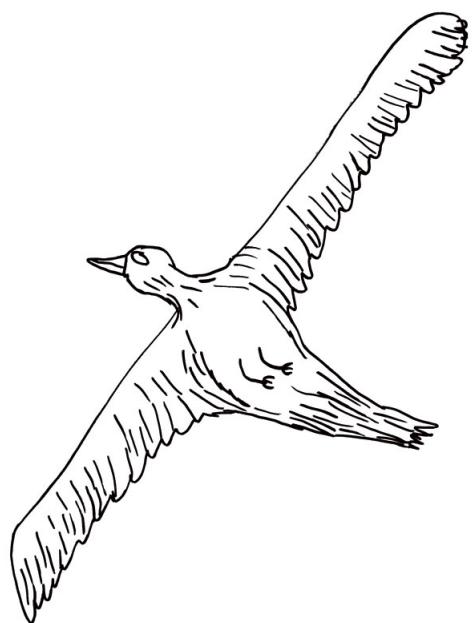


Illustrated by: David Shrigley

***Man on the phone:**
“Who are you
looking for?”

“That person flying that drone.
It’s so smooth.”

“That’s a bird.”



Illustrated by: David Shrigley



THERAPY.

Girl to guy at New York Public Library: "So do you really like the juul?"

"Not really, but I hate the smell of cigarettes, and weed makes me paranoid, and I'm very anxious so I need something."

"How about therapy?"

Photography: Paparazzi



Man on the phone: "Maybe she's born with it, maybe she needs intensive cognitive behavioral therapy."



Photography: Jorge Garcia

Two girls on the street: "Stop screaming. You sound like a psychopath."

"We're in New York City. If you're not screaming you're a psychopath."

32



Photography: Chris Voss

Two girls at Pret: "What ever happened to your therapist?"

"I love that bitch but she's too basic."



Photography: Matt Anderson

Mom to teenage daughter: "Are you ok? Where are you on a scale of 1 to 10?"

"Bitch I'm on letters."



Photography: Steven Davis

20-something to Freind: "I think I'm having a quarter-life crisis."

Friend: "Maybe it's a midlife crisis and you'll die when you're 50."



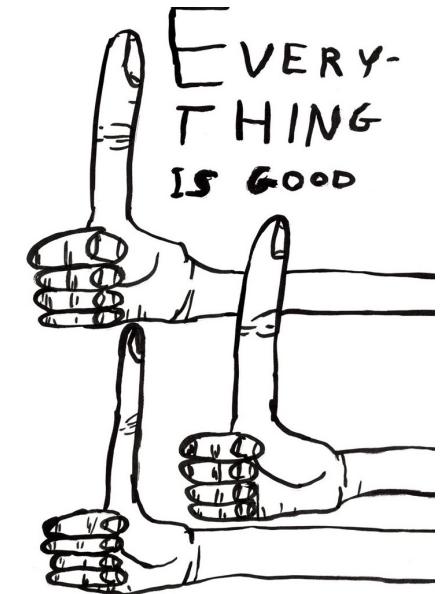
Photography: Cat Byrnes

*7-year-old Girl to Mom at JFK

“I love airports because they are like magic gateways to all the other places.”

“Yes they are. You could be a pilor when you grow up.”

“No, that’s BORING. I wana be a suitcase.”



Illustrated by: David Shrigley

Advertise yourself with Marketing360

The image displays the Marketing360 platform interface across two devices: a smartphone and a laptop.

Smartphone Screen:

- Header: Your Company > View Site, Google, bing, facebook, Instagram, YouTube, LinkedIn, pandora, More ▾.
- Left side: A blue credit card with "marketing360" watermark.
- Middle section: "Manage & Grow Your Business" grid with 12 items:
 - Website Design >
 - Local Listing Ads® Manage Business Listings >
 - Top Placement Ads® Advertise On Google/Bing >
 - CRM Software >
 - Top Rated Local® Monitor Online Reviews >
 - Social Targeting Ads® Advertise On Social Media >
 - Payments (POS) Accept & Manage Payments >
 - Reputation Mgmt. Improve Ratings & Reviews >
 - Social Media Mgmt. Improve Social Presence >
 - Email Marketing 360® Send Email Campaign >
 - Natural Listing Ads® Rank Higher On Google/Bing >
 - Design & Video Assign Design/Video Work >
 - SMS Marketing 360® Send Text Message Campaign >
 - Retargeting Ads® Advertise To Past Visitors >
 - Analytics & Reports Track Your Results >
- Bottom right: Profile picture of Meghan G. with text: "Best pa MARKETING like m everything".

Laptop Screen:

- Header: Your Company > View Site, DESIGN, MARKETING, PAYMENTS, ACCOUNT.
- Left side: "Successful Payment" message with "Payment Dashboard >" button.
- Middle section: "Manage & Grow Your Business" grid with 12 items (same as smartphone).
- Right side: Profile picture of Meghan G. with text: "Your Dedicated Marketing Executive".

marketing **360®**

#1 Marketing Platform® for Small Business